

Bruno Traversaro

I drive real impact through design and technology solutions.

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🌐 Bruno Traversaro



Experience

UX Designer - Huenei IT Services

Feb. 2024 – Present

- I design internal applications for Grupo Sancor Seguros, enhancing the experience of 500+ users in the commercial area.
- Designed a web app for Prevención Retiro that optimizes the management of high-volume insurance policies for business teams.

Head Designer UX/UI - Rently (Car Rental Software)

Jan. 2021 – Feb. 2024

- Led the redesign process end to end, from research to handoff to the development team.
- Designed wireframes and prototypes to validate user flows for rental management system.
- Planned and conducted usability testing.
- Developed and maintained the design system.

Web and Mobile Designer – Traversaro Design Studio

Jun. 2017 – Dec. 2020

- Advised companies and entrepreneurs on visual identity, design, and digital strategy.
- Designed websites for a variety of clients, tailoring each solution to their business goals.
- Developed responsive UI using HTML, CSS, and JS to ensure seamless experiences across all devices.

Teacher – High School No. 12

Subject: Communication and Media – 2017

- Collaborated with teachers and administrators on educational activities and projects.
- Planned and delivered classes that encouraged critical thinking and content analysis.
- Promoted discussion and participatory learning, fostering student collaboration.

Skills

Typography
Qualitative Research
Product Design
Interaction Design
Responsive Design
Storyboarding
User Journey
User Interface (UI) Design
Information Architecture
Wireframes & Prototypes
User-Centered Design
UX Accessibility

Tools

Figma
Adobe CC
Notion
Miro
Webflow
HTML - ARIA - CSS
Azure DevOps / Jira
Git
IA

Education

Visual Communication Design

FBA - UNLP - 2016

HCI Specialization

School of Computer Science. UNLP

Mobile User Experience Design

Interaction Design Foundation

UX Professional Certificate

Google - Coursera